



The Cure to Making Uncomfortable Calls

It's confidence, plain and simple!

Knowing exactly what to say when you make your licensing calls is the clear winner when it comes to sounding professional.

Even if you don't have an answer for every question, it helps to say "I'm not sure so I'll get back to you on that."

But...what to say about your product idea or prototype or finished product.

First, know it inside and out.

What are all the benefits and features for the consumer? The top three?

How about for the manufacturer (the person you're talking to...they'll probably already know)?

How's it great for the store(s) it'll eventually end up in?

Have all these details ready.

As you read through the Inventor Shortcuts website, you'll notice examples of features and benefits your invention might enjoy.

Take notes and see what works for your baby.

Don't fret yet over costs, the perfect design, minimums, delivery, royalties, etc.

Your first call is only about getting your sell sheet into their inbox.

They're also unlikely to ask if you have a patent, though it wouldn't hurt to have a [PPA](#) if your design is unusual, unique, complicated, or in a secretive high-tech industry.

Okay, now you know everything about your idea, but the idea of making the calls still makes you damp.

Practice with a friend and a recording app on your phone.

Your friends are busy? Use your mirror! Yes, really.

Imagine every question a potential licensor could have, and the best answers.

Record yourself and listen until you're perfect.

And brilliantly, you'll actually be over-prepared.

You'll be able to talk about your invention with conviction in your sleep.

And remember the magic words if you're stumped: "I'm not sure so I'll get back to you on that."

Then look into the issue and get back to them ASAP.

Take an hour to prep like this and your presentation will be golden for days, weeks, months to come.

In other words, it's seriously worth the effort.

Your best inventing admin,
Kristina

For help with phone scripts and more: [https://
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cover-letters.html](https://www.inventorshortcuts.com/product-info--phone-scripts--emails--cover-letters.html)